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IN THE DRAWINGS:

The attached drawing include changes to FIG. 13. The sheet containing FIG. 13 replaces the original sheet including FIG. 13. In FIG. 13, the term "Read-In" for #43 is replaced by the term --Write--.

For the convenience of the Examiner, an annotated sheet showing the changes made is attached. Approval of these changes to the Drawings is respectfully requested.

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REMARKS

In accordance with the foregoing, the drawings and claims 2, 20, and 21 are amended. No new matter is being presented, and approval and entry are respectfully requested.

Claims 2 and 20-21 are pending and under consideration. Reconsideration is respectfully requested.

Statement on Substance Of Interview

An in-person interview was conducted between the Applicants' representative and the Examiner and the Examiner's Supervisor on November 16, 2007. Applicants appreciate the opportunity to conduct the interview.

During the interview, Applicants' representative discussed with the Examiner and the Examiner's supervisor the features of the present invention that patentably distinguish over the art. To further patentably distinguish the present invention over the art relied on in support of the rejection, the Examiner's supervisor suggested that the claims be amended to clarify the repeated use of terms "parameters" and "candidates" and clarify the recited relationship between the initial elements of the claims and similar terms appearing in the later elements and the "extracting."

Amendment to the Drawings

FIG. 13 is amended herein to correct a formality and replace the term "Read-In" for #43 with the term --Write--. Support for the amendment is found, for example, on page 39, lines 15-20 of the specification. No new matter is being presented, and approval and entry are respectfully requested.

Claim Amendments

As discussed during the in-person interview, claims 2, 20, and 21 are amended herein to clarify repeated use of terms such as "parameters" and "candidates" and the "extracting." Claim 20, as amended herein, recites an information presentation device in which a user terminal on a network retrieves products or services candidates based on a chosen search parameter and a value for the search parameter entered by a user of the user terminal including "an acceptor accepting a selection . . . based on a value entered by a user for a first search parameter of a first group of search parameters; a parameter storage storing said first search parameter and the entered value for the selected product or service as a first candidate for purchase, storing information regarding the first candidate for purchase, and storing user identification information ; a parameter provider extracting . . . first search parameters and values that each of said first user terminals has entered for said first candidate, and providing the information to said

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provider terminal; an information setter receiving from said provider terminal . . . presented information for said candidate of said designated user identification information; a product information storage storing said designated user identification information, said first candidate information, and the presented information; and an information presenter . . . extracting said presented information set for said first product or service that is included in said second candidates for purchase . . . and providing the extracted second candidates for purchase and said presented information to said designated user terminal, wherein the second candidates for purchase include the first candidate and other candidates. (Amendatory language being underlined). Claims 2 and 21 are similarly amended.

Support for the amendments is found, for example, on: page 39, lines 7-15 of the specification describing an example "information setter," according to an embodiment for which among user information displayed on a provider terminal (a first user identification information, a first search parameters and values, a candidate), a user selected by the provider terminal and an input of presented information for a product that the user has selected are accepted; on page 39, lines 19-21 describing an example, "product information storage," according to an embodiment in which presented information inputted from a provider terminal is associated with the selected user and product and stored; and on Fig. 18 and page 39, line 21 - page 40, line 1 and page 44, lines 3-6 describing an example "information presenter," according to an embodiment in which presented information inputted from the provider terminal is displayed on a user terminal.

No new matter is being presented, and approval and entry are respectfully requested.

Traverse Of Rejection of Claims 2, 20, and 21

In items 3-5 of the Office Action, the Examiner rejects claims 2, 20, and 21 under 35 U.S.C. §103(a) as being unpatentable over Burge et al. (U.S.P. 6,014,638) in view of Vatanen (U.S.P. 6,237,093) and further in view of Welsh et al (U.S.P. 6,757,691). The rejections are traversed.

Applicants submit that recited features are not taught by the art relied on by the Examiner, alone or in *arguendo* combination. As set forth in MPEP §2143.03 "To establish *prima facie* obviousness of a claimed invention, all the claim limitations must be taught or suggested by the prior art."

Claim 20, as amended herein, recites a information presentation device in which a user terminal on a network retrieves products or services candidates based on a chosen search parameter and a value for the search parameter entered by a user of the user terminal including:

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- a) "an accepter accepting a selection of a product or service that is included in said products or services that were retrieved based on a value entered by a user for a first search parameter of a first group of search parameters;"
- b) "a parameter storage storing said first search parameter and the entered value for the selected product or service as a first candidate for purchase, storing information regarding the first candidate for purchase, and storing user identification information that identifies said user terminal;"
- c) "a user reference request accepter accepting user reference requests from a first group of computer terminals on said network;"
- d) "a parameter provider extracting from said parameter storage a first user identification information identifying said first user terminals that have selected a first candidate for purchase that is provided by an administrator of a provider terminal included in said first computer terminals, and first search parameters and values that each of said first user terminals has entered for said first candidate, and providing the information to said provider terminal;"
- e) "an information setter receiving from said provider terminal a designation of user identification information included in said first user identification information provided to said provider terminal, and presented information for said candidate of said designated user identification information;"
- f) "a product information storage storing said designated user identification information, said first candidate information, and the presented information;" and
- g) "an information presenter"
 - g1) "receiving a purchase candidate reference request from a designated user terminal identified by said designated user identification information,"
 - g2) "extracting, from said parameter storage, second candidates for purchase that correspond to said designated user identification information,"
 - g3) "extracting said presented information for said first product or service that is included in said second candidates for purchase from said product information storage," and
 - g4) "providing the extracted second candidates for purchase and said presented information to said designated user terminal,"
- h) "wherein the second candidates for purchase include the first candidate and other candidates."

Applicants submit that art relied on by the Examiner, even in combination, does not teach a device receiving a purchase candidate request from a designated user terminal identified by designated user identification information and extracting second candidates for purchase that correspond to designated user identification information and extracting presented information

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for a first product or service included in the second candidates for purchase and providing the extracted second candidates for purchase and presented information to a designated user terminal, wherein the second candidates for purchase include the first candidate and other candidates, as recited by claim 20, for example.

By contrast, Burge teaches a system that stores each user's personal information and behavior information on online shopping, extracts products suitable for a user based on his/her personal information and behavior information, and presents the extracted products to the user. By contrast, Vatanen teaches a user verification through a network. Welsh is directed to marketing based on a predicted behavior. Further, in item 4 of the Office Action concedes that:

neither Burge et al. or Vatanen disclose ". . . accepting user reference requests from first group of computer terminals on said network parameter providing means for extracting from said parameter storage means a first user identification information identifying said first user terminals that have selected a first product as a candidate for purchase that is provided by an administrator of a provider terminal included in said first computer terminals; . . . providing the extracted candidates for purchase and said product information to said designated user terminal".

(Action at page 3, line 9 - page 4, line 6).

That is, by contrast, even an *arguendo* combination of the art relied on merely teaches presenting extracted products suitable for a user based on the user's personal information and behavior information, and presents the extracted products to the user.

Applicants submit that the cited art, alone or in combination, does not teach a configuration where a product provider receives the user's navigational choices (*arguendo* corresponding to the recited "purchase candidate reference request") or a list of products in which the user is interested (*arguendo* corresponding to the recited "candidates for purchase") from a user. Rather, even the *arguendo* combination of the art relied on by the Examiner merely teaches a system which provides products with a user based on the user's navigational choices.

Further, Applicants submit there is no motivation to combine the art in a manner as suggested by the Examiner. Burge is directed to "determining a need and a certain user's needs and preferences." Applicants submit one of ordinary skill in the art would modify such a system for customizing user displays with Vatanen's procedure for setting up a secure service connection in a communication system. That is, one of ordinary skill in the art would not modify Burge (and Vatanen) with Welsh's teachings directed to predictive behavior for "the ability to categorize(d) groups of users or people who like a certain product for ease in mass marketing."

Summary

Since features recited by claims 2, 20, and 21, as amended herein, are not taught by

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even an *arguendo* combination of the art relied on by the Examiner, the rejection should be withdrawn and claims 2, 20, and 21 allowed.

CONCLUSION

In accordance with the foregoing, it is respectfully submitted that all outstanding objections and rejections have been overcome and/or rendered moot, and further, that all pending claims patentably distinguish over the prior art. Thus, there being no further outstanding objections or rejections, the application is submitted as being in condition for allowance which action is earnestly solicited.

If the Examiner has any remaining issues to be addressed, it is believed that prosecution can be expedited by the Examiner contacting the undersigned attorney to discuss resolution of such issues.

If there are any underpayments or overpayments of fees associated with the filing of this Amendment, please charge and/or credit the same to our Deposit Account No. 19-3935.

Respectfully submitted,

STAAS & HALSEY LLP

Date:

February 19, 2008

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CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this correspondence is being transmitted via facsimile to: Commissioner for Patents,
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STAAS & HALSEY
By: [Signature]

ANNOTATED SHEET

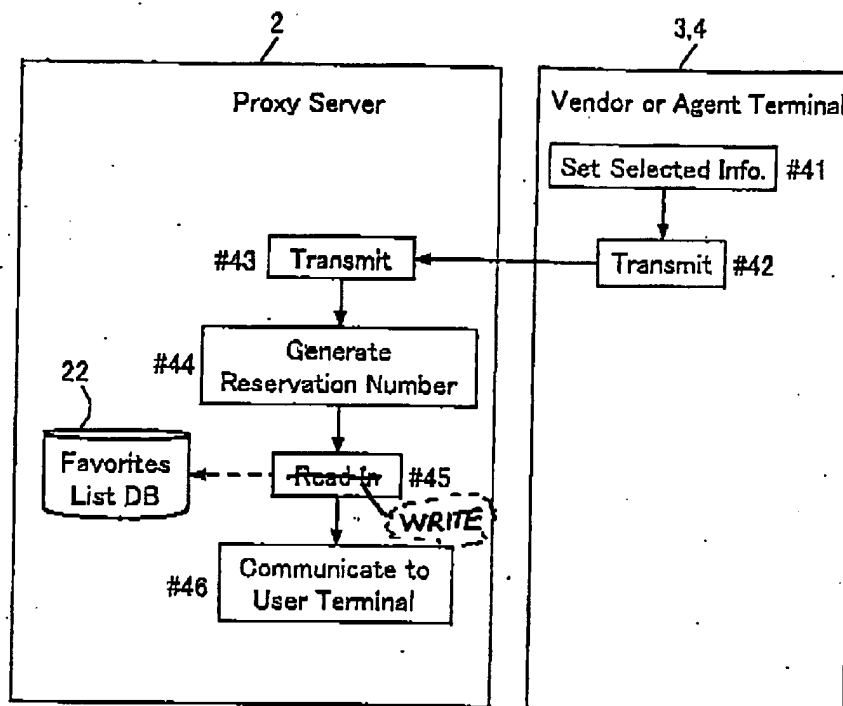


Fig. 13